

Claims

- [c1] 1. A computer-implemented method for integrating data output from a relationship between a customer and a service or product provider, the method comprising: receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system; storing the one or more customer vehicle attributes into a data warehouse; and transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, wherein the one or more customer vehicle attributes are integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.
- [c2] 2. The method of claim 1 wherein the relationship is an after vehicle sales delivery relationship.
- [c3] 3. The method of claim 2 wherein the one or more customer vehicle attributes are selected from the group

consisting of: basic core customer data, vehicle data, financial data, service history data, accessory purchase history data, demographic data, attitudinal data, and loyalty data.

- [c4] 4. The method of claim 3 further comprising tracking the one or more customer vehicle attributes.
- [c5] 5. The method of claim 1 wherein the service or product provider includes a dealer and/or an original equipment manufacturer (OEM).
- [c6] 6. The method of claim 5 further comprising communicating or broadcasting a portion of the one or more customer vehicle attributes to the customer.
- [c7] 7. The method of claim 6 wherein the communicating or broadcasting step is conducted by the OEM or the dealer.
- [c8] 8. The method of claim 6 wherein the communicating or broadcasting step is conducted by the OEM and the dealer.
- [c9] 9. The method of claim 3 further comprising generating a report based on the one or more customer vehicle attributes, wherein at least a portion of the report is communicated to the customer.
- [c10] 10. The method of claim 1 wherein the marketing offer

computer system includes functionally for providing a plurality of fulfillment options.

- [c11] 11. The method of claim 6 further comprising formatting or packaging at least a portion of the one or more customer vehicle attributes prior to communicating or broadcasting the portion of the one or more customer vehicle attributes to the customer.
- [c12] 12. The method of claim 1 wherein the data warehouse includes a mainframe or ASP computer system.
- [c13] 13. The method of claim 1 wherein the service appointment system is capable of scheduling service and recall appointments and checking the status of an appointment.
- [c14] 14. The method of claim 1 wherein the marketing offer system is capable of transmitting service, maintenance offers, or product offers.
- [c15] 15. The method of claim 1 wherein the accessory system is capable of processing accessory purchases and installations.
- [c16] 16. The method of claim 6 wherein the portion of the one or more customer vehicle attributes is communicated through a telephone.

- [c17] 17. The method of claim 6 wherein the portion of the one or more customer vehicle attributes is communicated through the Internet.
- [c18] 18. The method of claim 17 wherein the portion of the one or more customer vehicle attributes is communicated through an e-mail via the Internet.
- [c19] 19. The method of claim 1 wherein the one or more customer vehicle attributes is used to facilitate marketing of one or more events.
- [c20] 20. The method of claim 1 further comprising dealerizing the one or more customer vehicle attributes.
- [c21] 21. The method of claim 1 further comprising deduplicating the one or more customer vehicle attributes.
- [c22] 22. The method of claim 1 further comprising cleansing the one or more customer vehicle attributes.
- [c23] 23. The method of claim 1 further comprising merging and purging the one or more customer vehicle attributes.
- [c24] 24. The method of claim 1 further comprising conducting a national change of address analysis on the one or more customer vehicle attributes.
- [c25] 25. The method of claim 1 further comprising conduct-

ing privacy "do not call" analysis on the one or more customer vehicle attributes.

- [c26] 26. A computer-implemented system for integrating data output from a relationship between a customer and a service or product provider, the system comprising: two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system, wherein the two or more computer systems are capable of storing and transmitting one or more customer vehicle attributes;
- a data warehouse coupled to the two or more computer systems for storing the one or more customer vehicle attributes; and
- a retrieval module coupled to the data warehouse for retrieving the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, wherein the one or more customer vehicle attributes are integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.
- [c27] 27. The system of claim 26 wherein the relationship is an after vehicle sales relationship.

[c28] 28. A computer-implemented apparatus for integrating data output from a relationship between a customer and a service or product provider, the apparatus comprising: means for receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system; means for storing the one or more customer vehicle attributes into a data warehouse; and means for transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, wherein the one or more customer vehicle attributes are integrated across the two or more computer systems to facilitate management of a relationship between a customer and a service or product provider.

[c29] 29. The apparatus of claim 28 wherein the relationship is an after vehicle sales relationship.